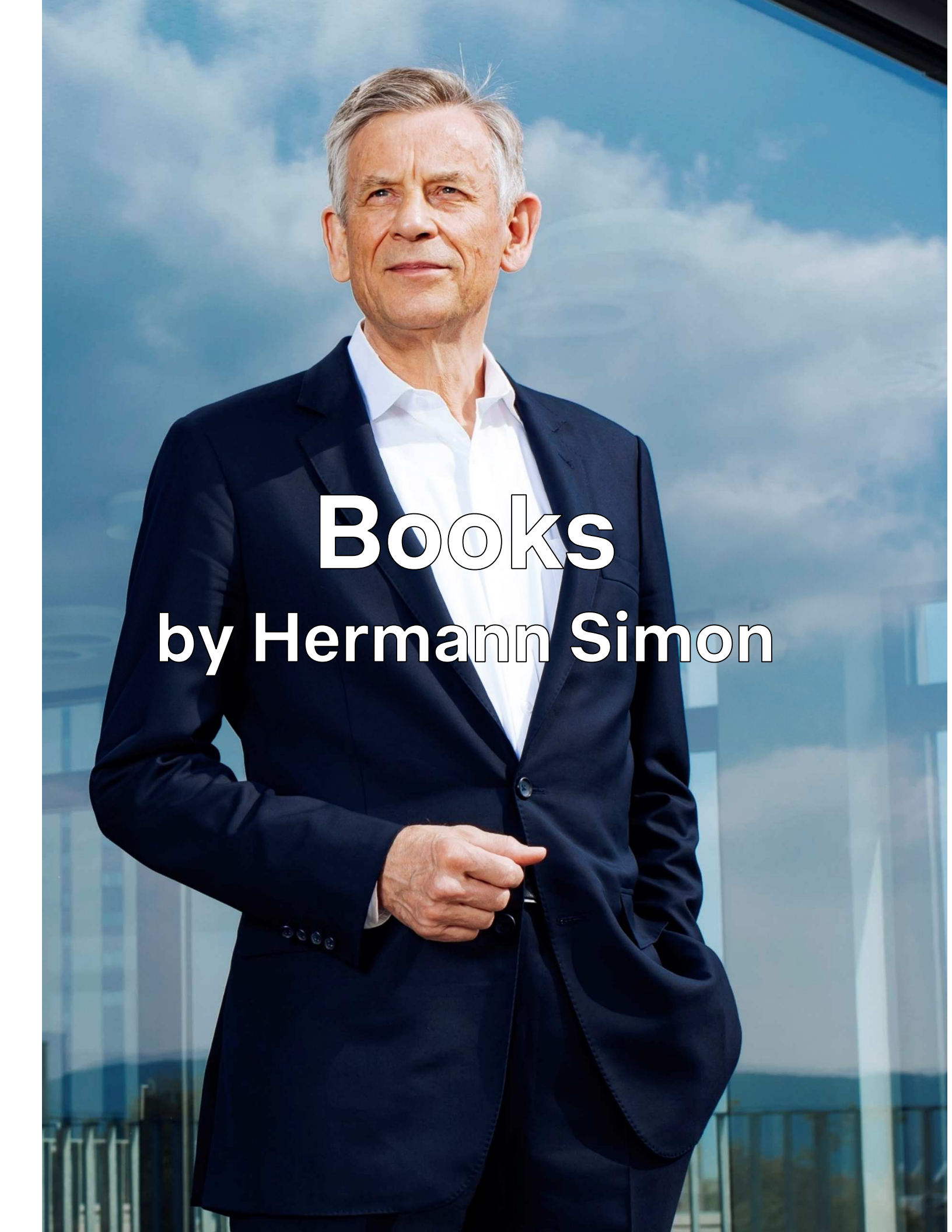


A full-length portrait of Hermann Simon, an older man with grey hair, wearing a dark navy blue suit jacket over a light blue button-down shirt. He is standing outdoors in front of a large glass building that reflects a blue sky with white clouds. He has a slight smile and is looking towards the camera. His right hand is partially visible, tucked into his jacket. The text "Books by Hermann Simon" is overlaid in the center of the image in a white, bold, sans-serif font.

Books

by Hermann Simon

Forthcoming

LEHRBUCH

Hermann Simon
Martin Fassnacht
Anna-Karina Schmitz

Preismanagement

Strategie – Analyse –
Entscheidung – Umsetzung

5. Auflage

FLASH-
CARDS
INSIDE

MOREMEDIA



Springer Gabler

Books on Inflation



Books on Hidden Champions



Books on Profit



Autobiography



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Hermann Simon Business School in Shouguang, China



Country overview

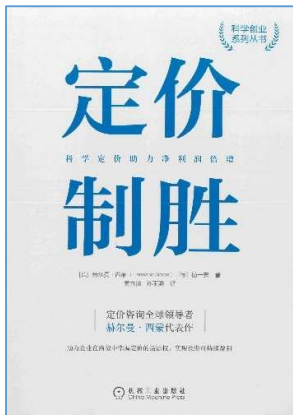
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Preismanagement, 5th edition
with Martin Fassnacht and Anna-Karina
Schmitz
SpringerGabler, 2024



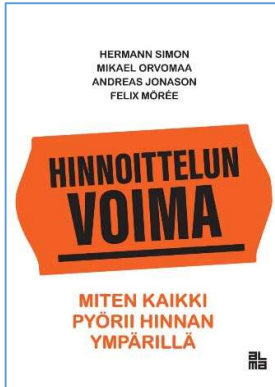
Confesiunile unio om de pricing
Romanian version of Confessions of the
Pricing Man
Humanitas, 2023



Chinese version of Confessions of the Pricing
Man, 2nd edition
HZ Books, 2023



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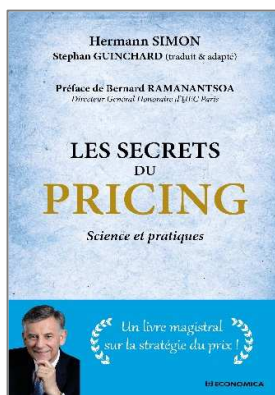
Hinnoittelun Voima
Finnish version of Confessions of the Pricing Man
Alma Books, 2021



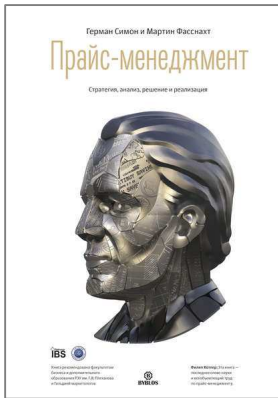
Lời tự thú của một bác thầy dinh gia
Vietnamese version of Confessions of the Pricing Man
Alpha Books, 2021



Sæt prisen rigtigt
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Politikens Forlag, 2020



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Economica, 2019



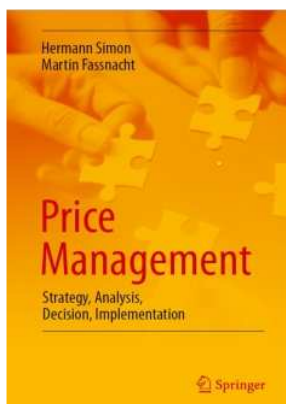
Russian version of Price Management
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Ta betalt!
Swedish version of Confessions of the Pricing
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Mondial, 2019



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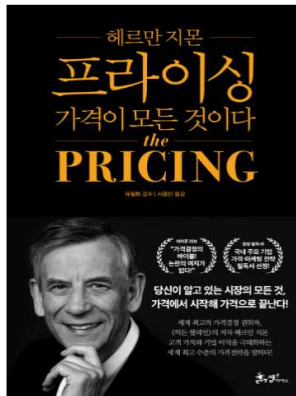
Farsi/Persian version of Confessions of the Pricing Man – How Price Affects Everything 2017



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Turkish version of Confessions of the Pricing Man – How Price Affects Everything Optimist Yanin Grubu 2017



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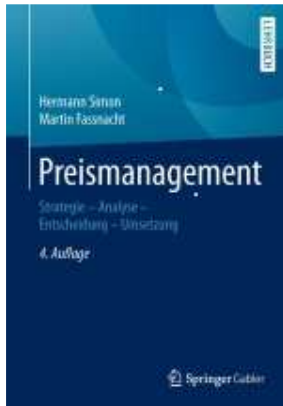
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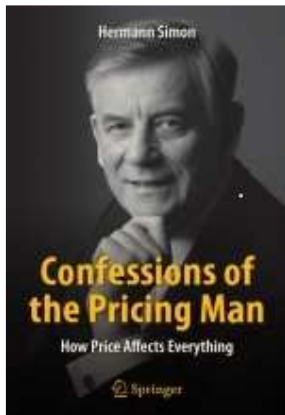
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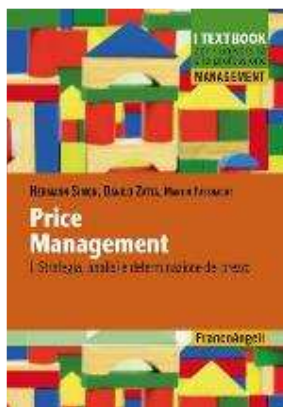
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Preisheiten–Alles was Sie über Preise wissen
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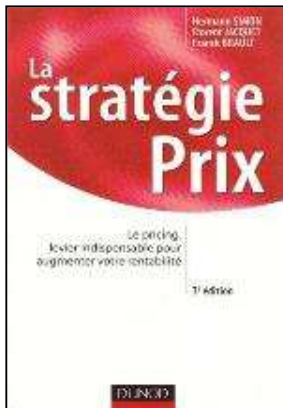
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Italian version of Preismanagement
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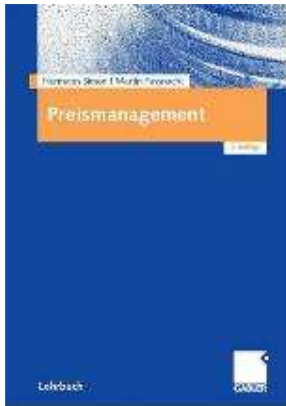
Korean version of Preismanagement
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La Stratégie Prix
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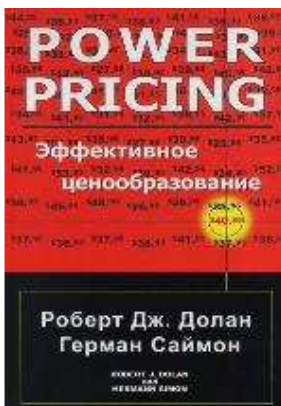
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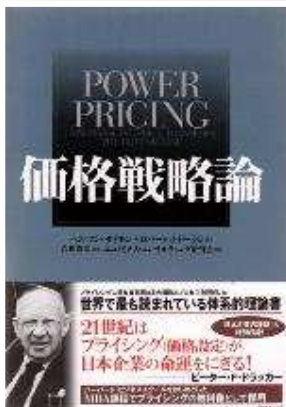
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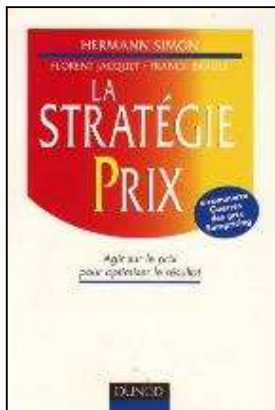
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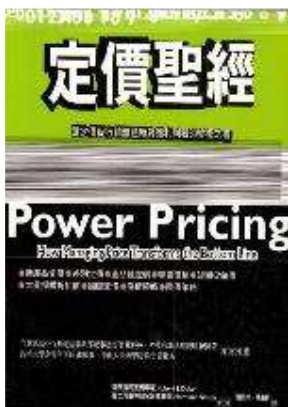
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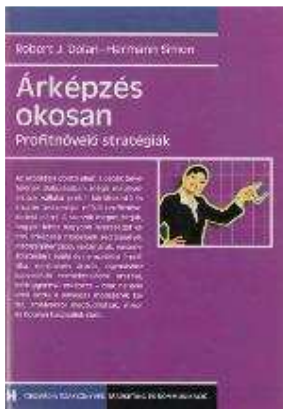
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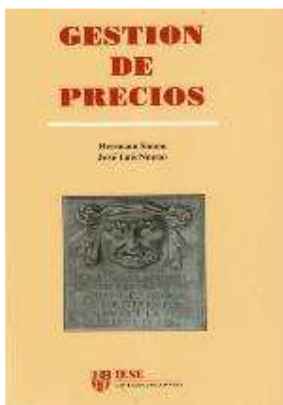
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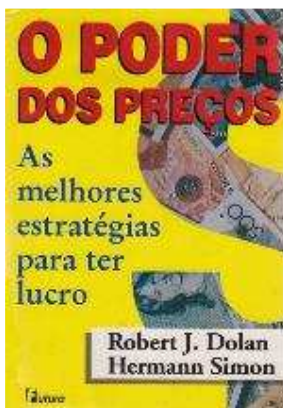
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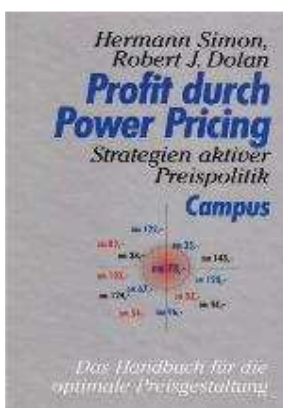
Árképzés okosan
Hungarian version of Power Pricing
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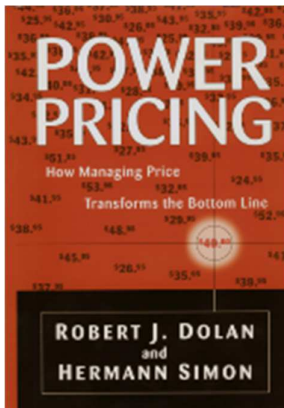
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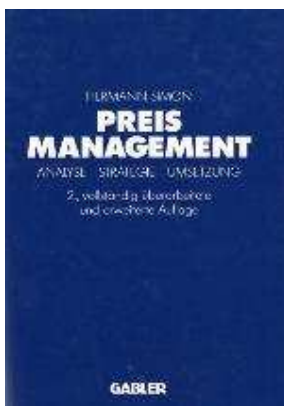
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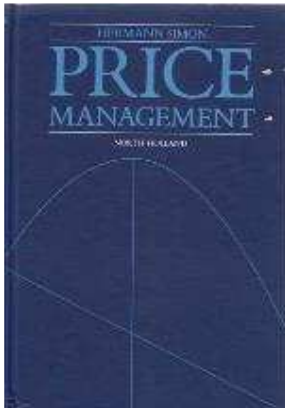
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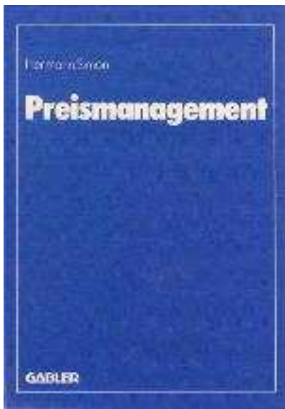
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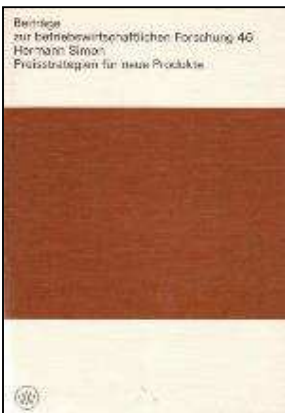
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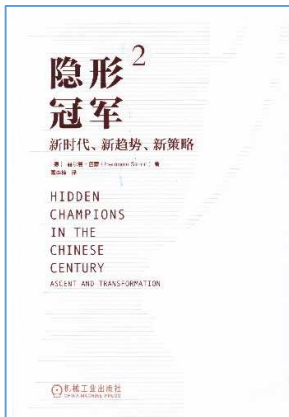
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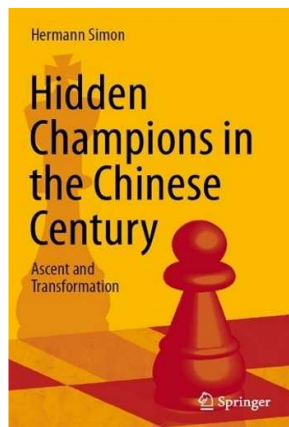
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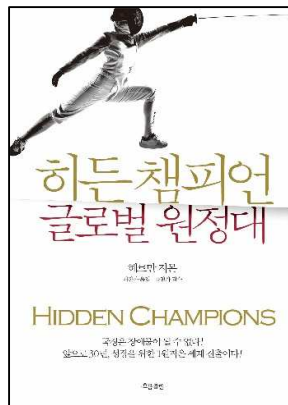
Gizli Sampiyonlar
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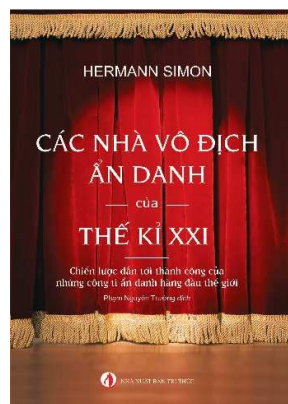
Aziende Vincenti
Italian version of Hidden Champions– Aufbruch
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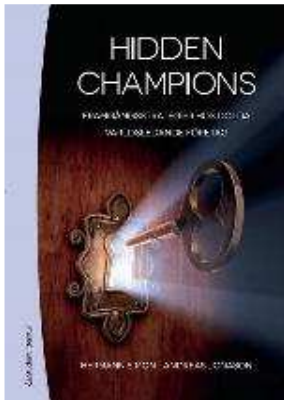
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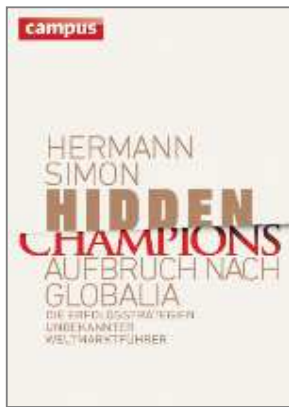
Các Nhà Vô Địch Ẩn Danh Của Thế Kì XXI,
Vietnamese version of Hidden Champions
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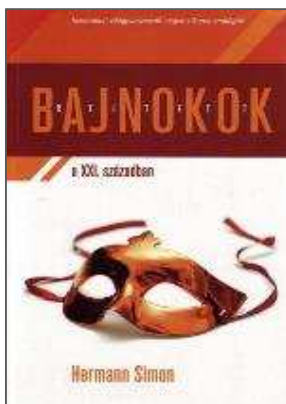
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Chuo-Keizai, 2012



Aziende vincenti–Piccole e medie imprese che hanno conquistato il mondo
Italian version of Hidden Champions
Hoepli, 2011



Skrytí šampióni 21. století
Czech version of Hidden Champions
Management Press, 2010



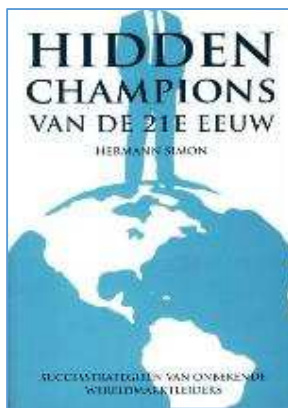
Bajnokok rejtett a XXI században
Hungarian version of Hidden Champions
Leadership Kft, 2010



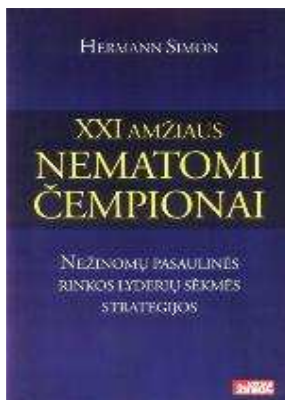
Campeones Ocultos del siglo XXI
Spanish version of Hidden Champions Wolters
Kluwer Espana, 2010



Skriti Zmagovalci 21. Stoletja
Slovene version of Hidden Champions
Planet GV, 2010



Hidden Champions van de 21e eeuw
Dutch version of Hidden Champions
AW Bruna, 2009



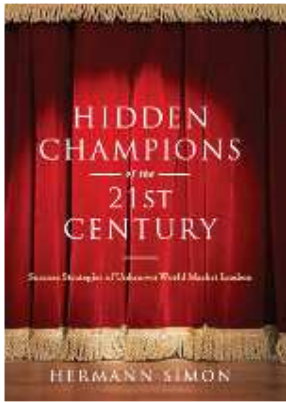
XXI amžiaus nematomi čempionai
Lithuanian version of Hidden Champions Verslo
Zinios, 2009



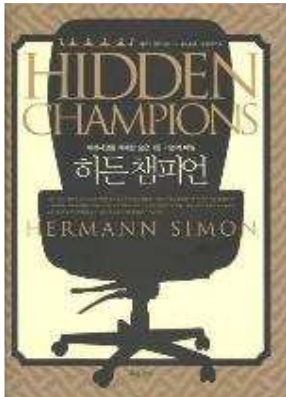
Tajemniczy mistrzowie XXI wieku–Strategie
sukcesu nieznanych liderów na światowych
rynkach
Polish version of Hidden Champions
Difin, 2009



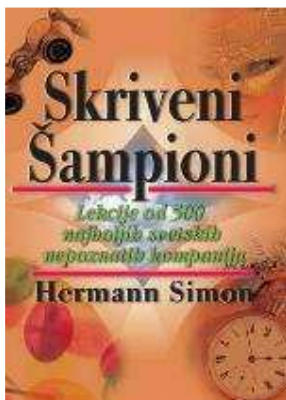
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Citic Press, 2009



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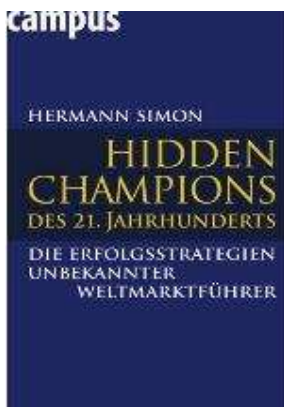
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Skriveni Sampioni–Lekcije od 500 najboljih
svetkih nepoznatih kompanija
Serbian version of Hidden Champions
Izdavac Intermet, 2008



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Al Ahram, 2008



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Erfolgsstrategien unbekannter
Weltmarktführer
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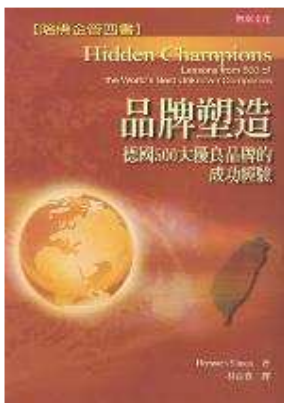
Campioni nascosti–come le piccole e medie
aziende hanno conquistato il mondo
2nd edition of Italian version of Hidden
Champions
Il sole 24 ore, 2007



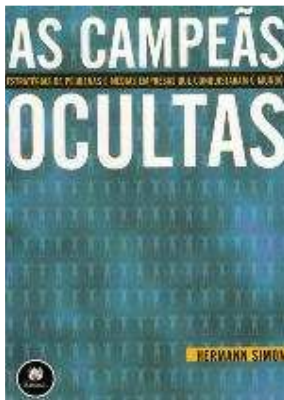
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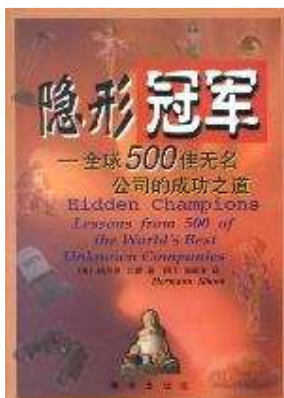
Russian version of Hidden Champions
Delo, 2005



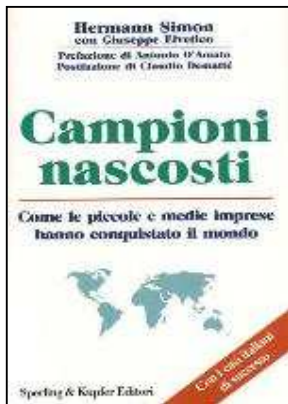
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2004, Triumph



As campeas ocultas
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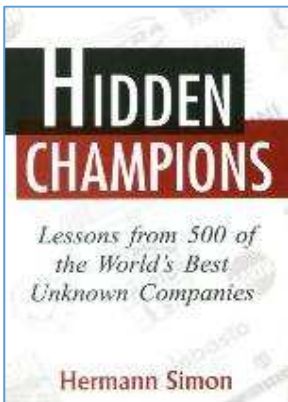
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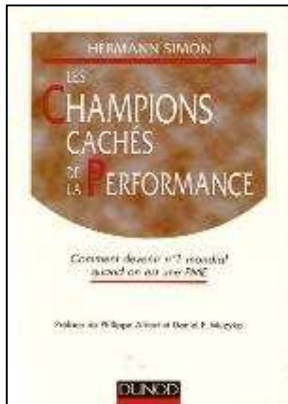
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Hidden Champions—Lessons from 500 of the World's Best Unknown Companies
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B. Jain Publishers, 1999



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Beyaz Yayinlari, 1999



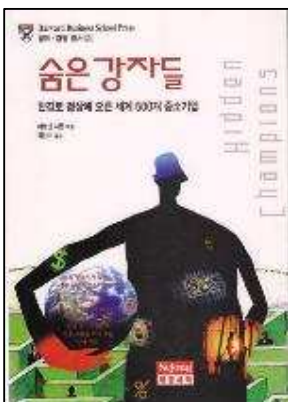
Les champions cachés de la performance
French version of Hidden Champions
Paris: Dunod 1998



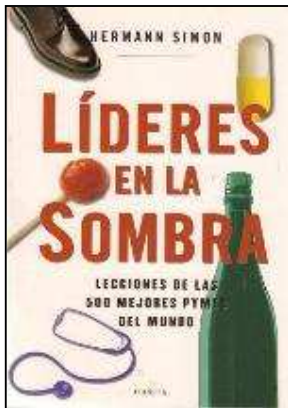
Verborgen kampioenen
Dutch version of Hidden Champions
Kluwer, 1997



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Toppan, 1998



Korean version of Hidden Champions
Sejong Books, 1997



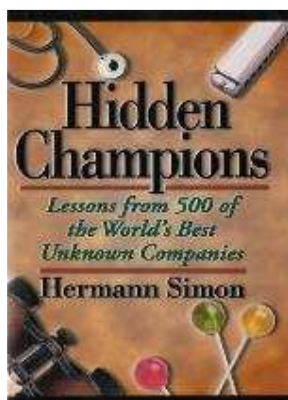
Líderes en la sombra-lecciones de los 500 mejores pymes del mundo
Spanish version of Hidden Champions
Planeta, 1997



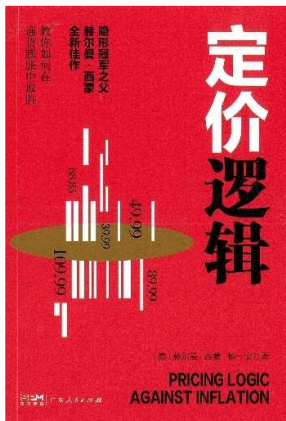
Taiwanese version of Hidden Champions



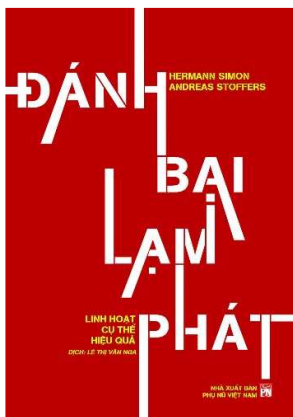
Die heimlichen Gewinner–Die Erfolgsstrategien unbekannter Weltmarktführer
German version of Hidden Champions
Campus, 1997



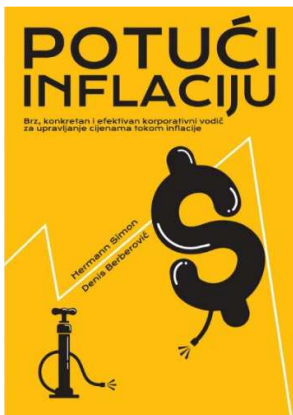
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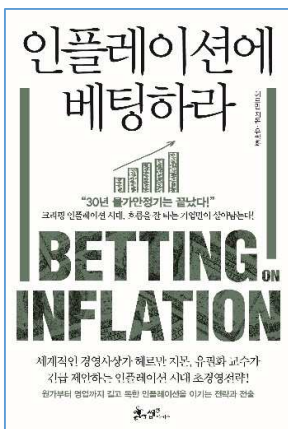
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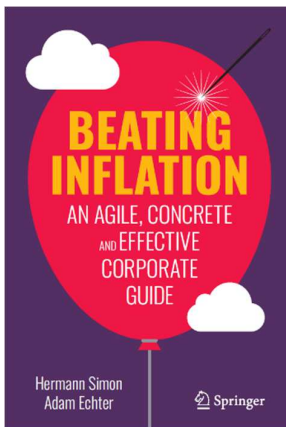


Besegra inflationen!: åtgärder när priserna skenar

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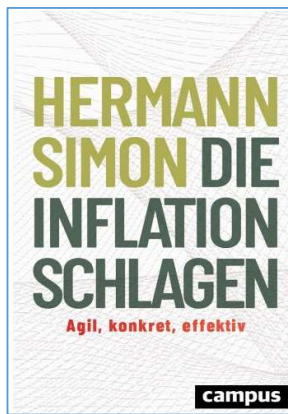


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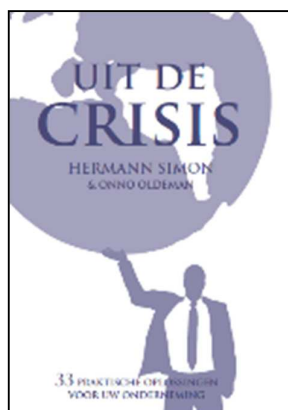
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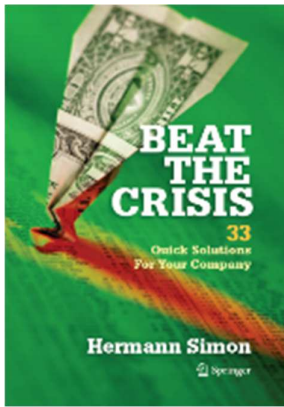


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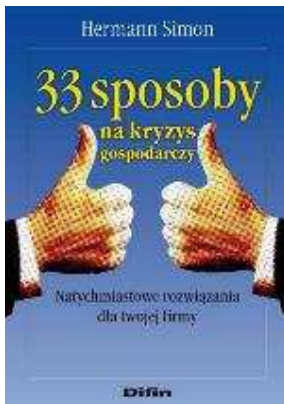


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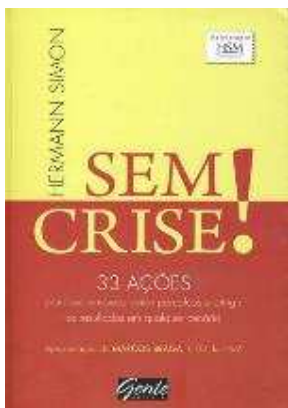


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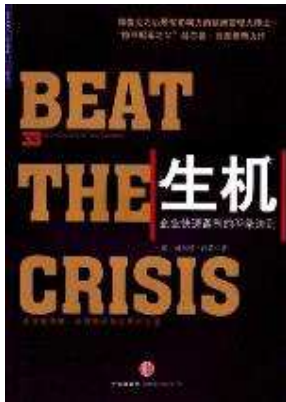


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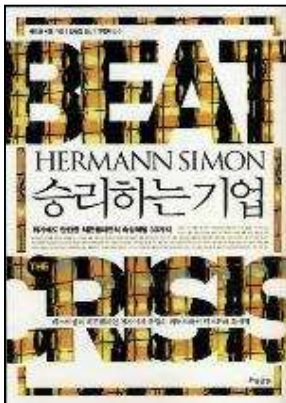
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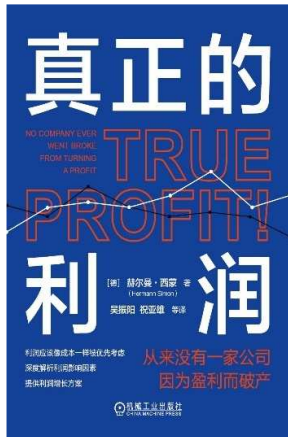
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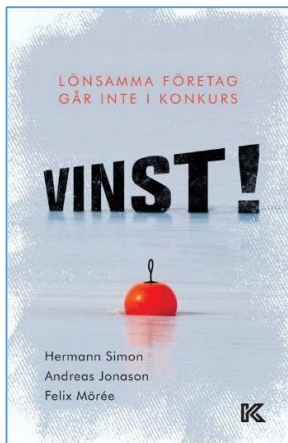
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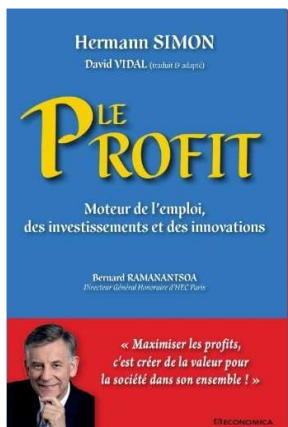
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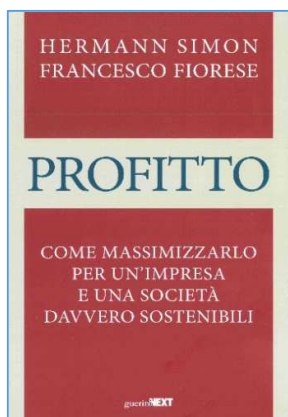
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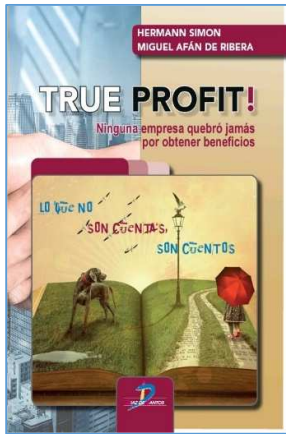
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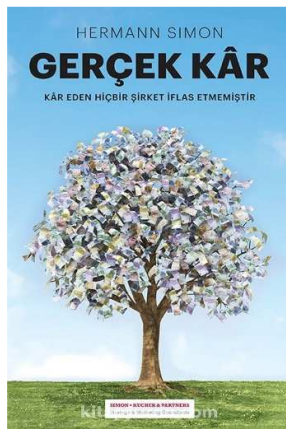
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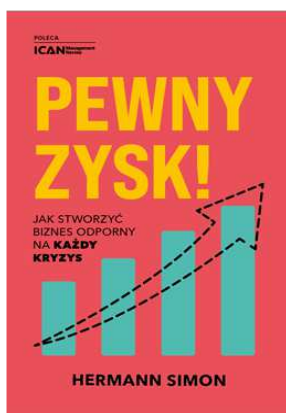
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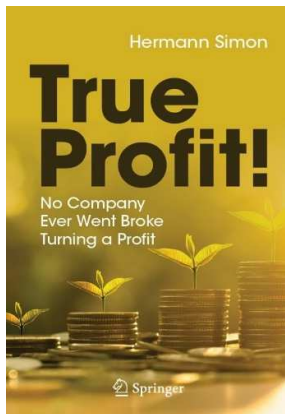
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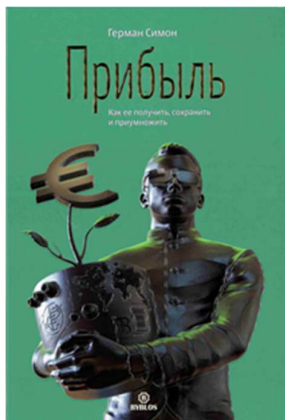
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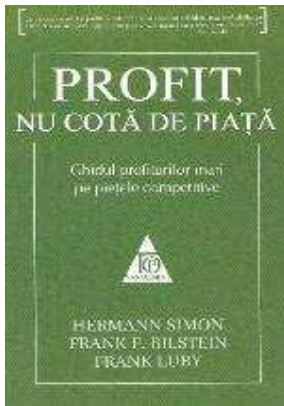
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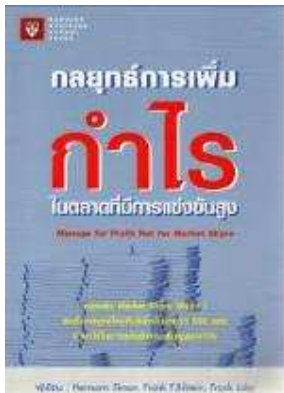
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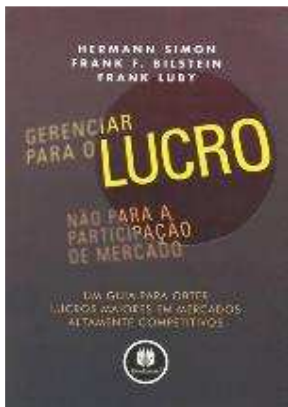
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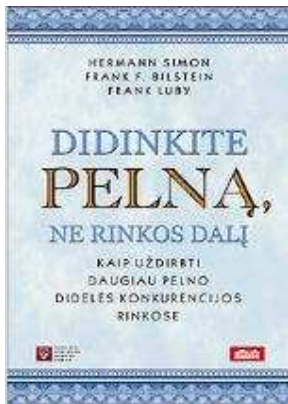
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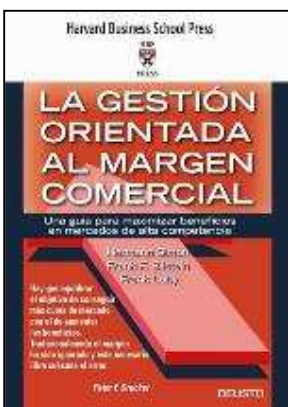
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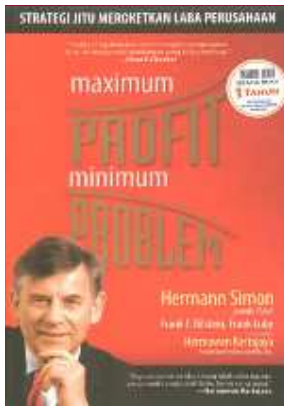
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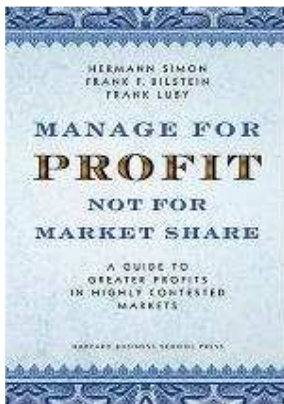
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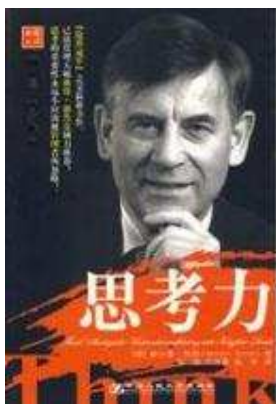
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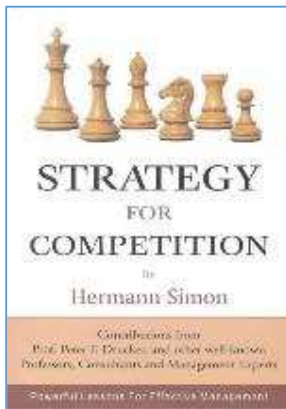
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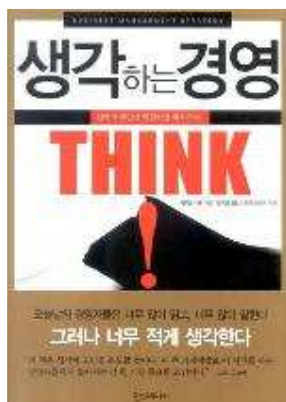
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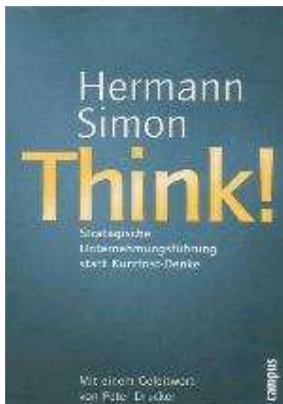
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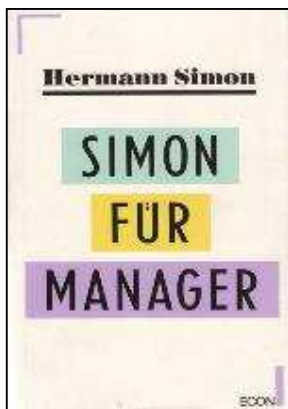
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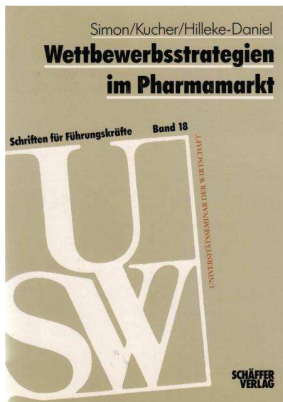
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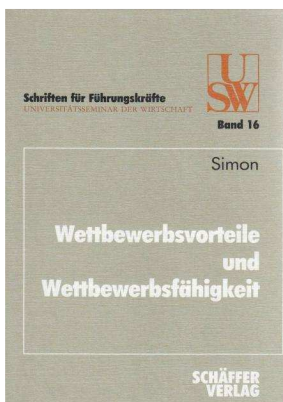
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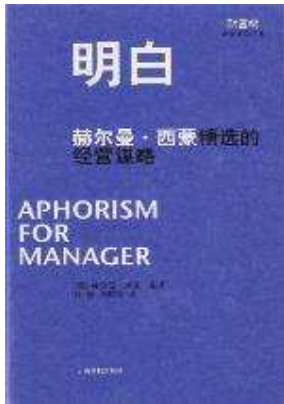
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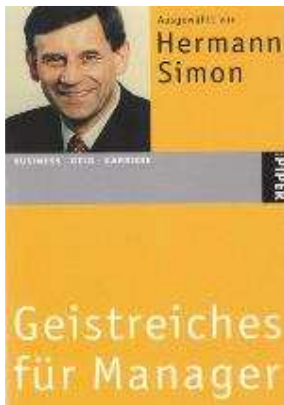
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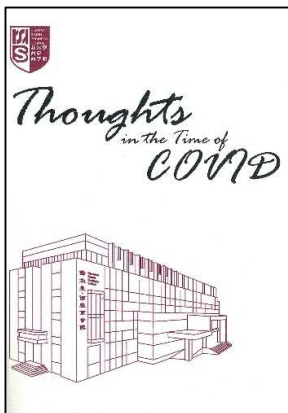
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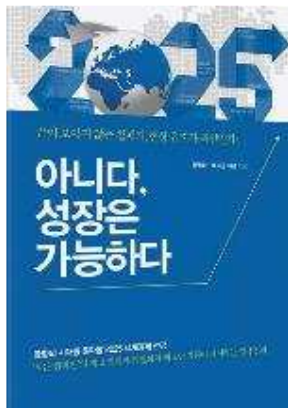
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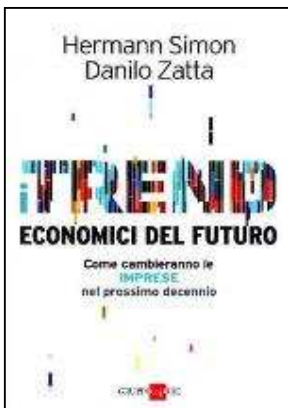
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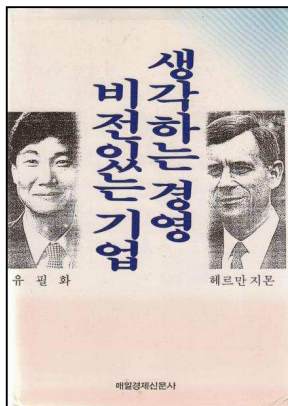
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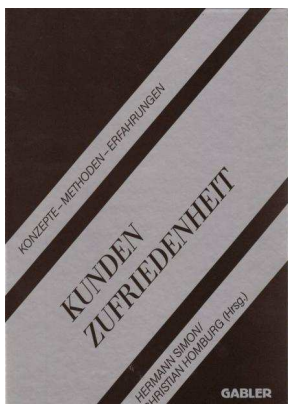
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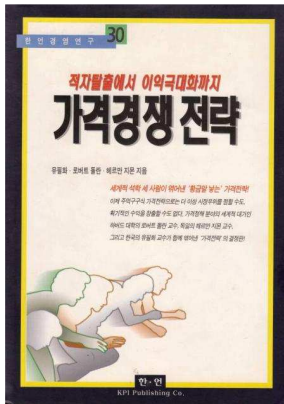
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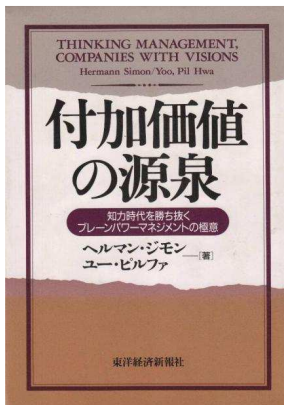
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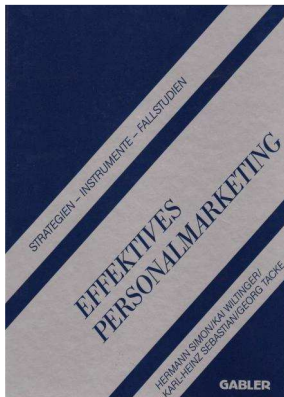
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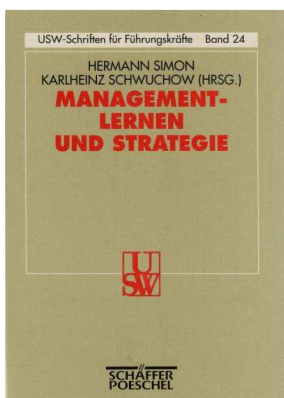
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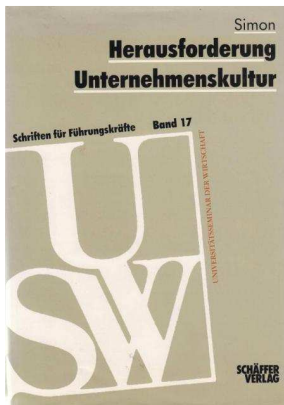
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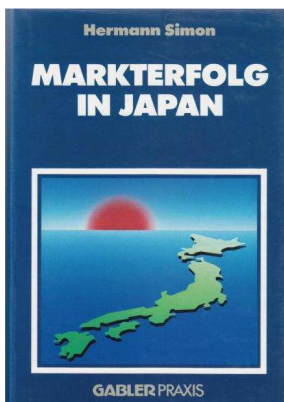
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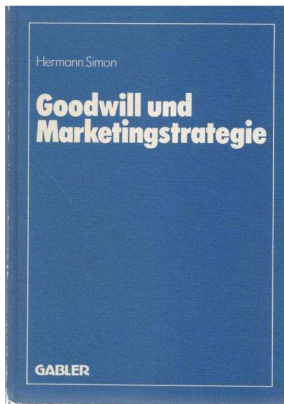
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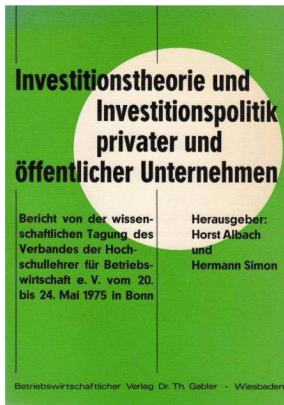
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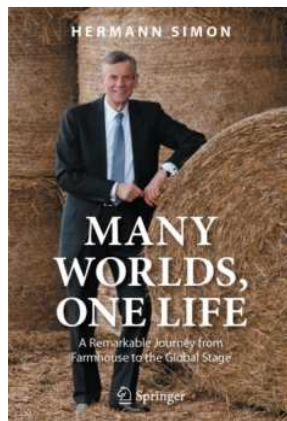
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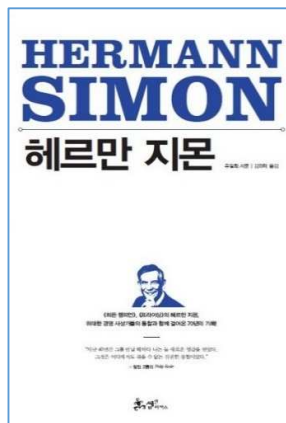
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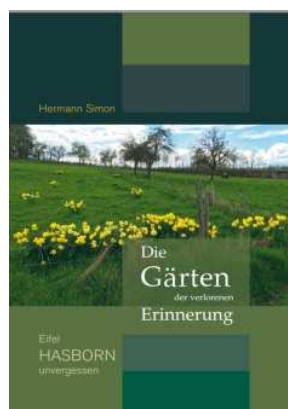
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Simon-Kucher



- **Goal: Ambition to be the best**
- **Focus: Marketing, sales, pricing**
- **Scope: Global presence**

Simon-Kucher: Leading in Pricing, Marketing, Sales



UK (Financial Times)

- **Marketing**
- **Brand**
- **Pricing**

1

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- **Marketing**
- **Sales**

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- **Pricing**
- **Sales**
- **Marketing**
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**WORLD'S BEST
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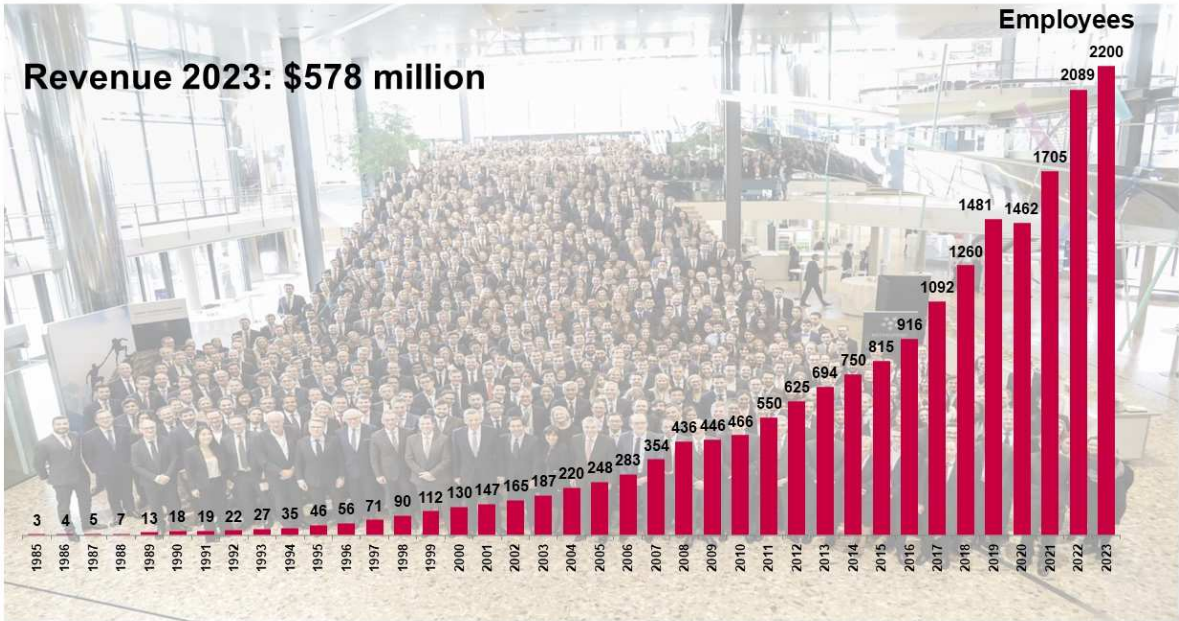
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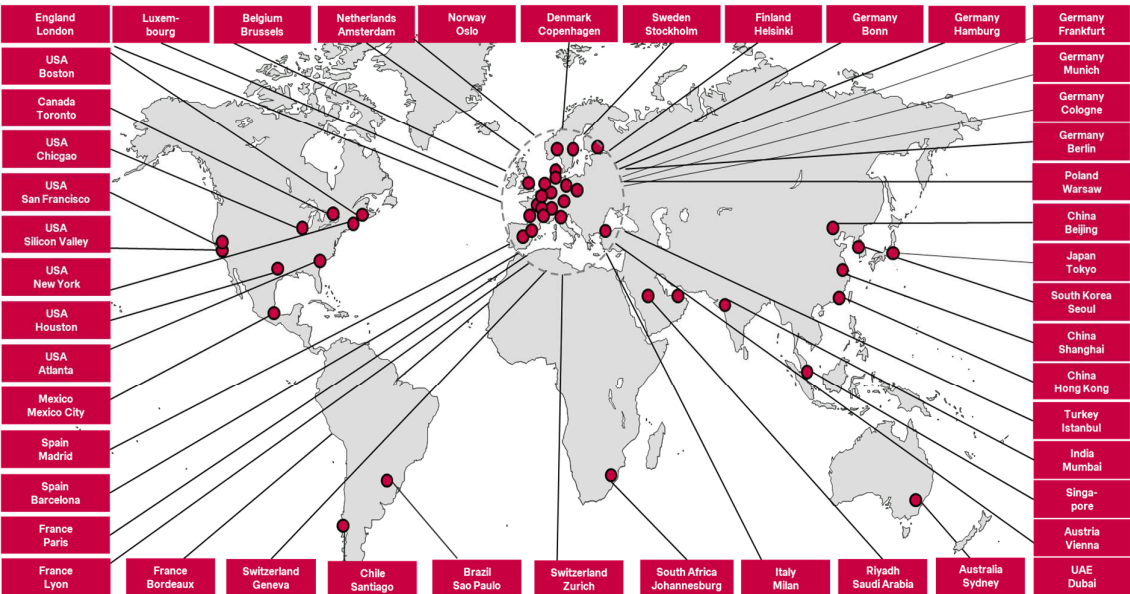
Recognized across 12 sectors and functional areas, Simon-Kucher was one of only five consultancies in the world to be awarded five stars for the Marketing, Brand & Pricing function

Forbes, 2022, together with Statista: List of the World's Best Management Consulting Firms, 2022

Growth



Global Presence: 48 Offices in 30 Countries





Hermann Simon is the founder and Honorary Chairman of Simon-Kucher, global market leader in pricing and growth consulting with 48 offices and 2,200 employees worldwide. He is an expert in strategy, marketing and pricing and an internationally sought-after consultant and speaker. Simon is the only German in the "Thinkers50 Hall of Fame" of the world's most influential management thinkers. He has repeatedly been voted the most influential German management expert. Cicero magazine ranked him among the 100 leading German intellectuals across all fields. In China, the Hermann Simon Business School is named after him.

In his "first" life, Professor Simon taught at the universities of Mainz (1989-95) and Bielefeld (1979-88) as well as at leading universities such as Harvard Business School, Stanford University, London Business School, INSEAD, Keio University Tokyo and Massachusetts Institute of Technology. From 1985 to 1988, he directed USW, Germany's leading executive institute, now the European School of Management and Technology, Berlin.

Among his more than 40 books in 31 languages are his bestsellers on hidden champions, a term he coined in 1990. "Hidden Champions in the Chinese Century" was published in 2021. His most recent book is "Beating Inflation." He describes his life in "Two Worlds, One Life – A Remarkable Journey from Farmhouse to the Global Stage". Simon has served on the editorial teams of numerous journals. As a board member, he gained experience in monitoring organizations. He co-initiated the first special purpose acquisition company (SPAC) listed on a German stock exchange. He also co-initiated the first German search fund.

Hermann Simon studied economics and business administration at the Universities of Cologne and Bonn. He completed his doctorate and habilitation at the University of Bonn. He is the recipient of numerous prizes (Prize of the Markenverband, Erich Gutenberg Prize, Georg Bergler Prize, Prix de l'Académie des Sciences Morales et Politiques). Simon received honorary doctorates from universities in Germany, Poland, and Slovenia. He holds Honorary Professorships of the University of International Business and Economics in Beijing and of the Wenzhou University of Technology. Simon served in the German Air Force and is a reserve officer. His hometown awarded him and his wife Cecilia honorary citizenship.